



SOCIAL MEDIA

Purpose

This policy sets out Turner Valley Golf Course's expectations on the use of social media platforms.

Objectives

To ensure Turner Valley Golf Course Members understand the guiding principles and terms of use of social media platforms and to encourage the development of an understanding of both the benefits and constraints in using social media.

Guiding Principle

When any individual identifies their association with Turner Valley Golf Course they are expected to behave appropriately, in ways that are consistent with Turner Valley Golf Course values and policies.

Background

The Internet provides many opportunities to communicate with other individuals and the community. Social media platforms provide the opportunity for Members to promote the community of Members and TVGC activities. Members should be aware that the use of these platforms can also be abused and potentially damage the reputation of Turner Valley Golf Course and in extreme cases result in legal proceedings.

The Internet is not anonymous. Users of social media platforms should assume that any comments made by them will be able to be traced back to them as individuals or to the organization in general. When using social media platforms, Members need to make a clear distinction between their activities as TVGC and their personal activities undertaken outside of Turner Valley Golf Course.

The Internet is a fast-moving technology and it is impossible to cover all circumstances. This policy aims to provide guiding principles to help to exercise good judgement as well as providing specific detail on behaviour that must not be undertaken.

Scope

This policy covers all forms of social media and applies to Turner Valley Golf Course Members. It does not apply to personal use of social media platforms when the Member:

- Makes no reference to Turner Valley Golf Course or issues relating to TVGC.



Definitions

Turner Valley Golf Course Members: TVGC Shareholders, Elected Board, volunteers, employees and any individual authorized to represent the Club.

Use of social media platforms: Any online activity where information is shared by an individual that might affect Members or TVGC.

It includes but is not limited to activities such as:

- Maintaining or commenting on social media platforms with TVGC branding on one of the social or business networking sites (like Blogs, Message Boards, LinkedIn, Facebook, Twitter or Myspace).

Usage

All current responsibilities of Turner Valley Golf Course Members remain in force when using social media platforms.

Online activity:

- Must not be used as a formal correspondence to the TVGC Committees/Board, Management or Staff.
- Note: Inappropriate correspondences will be removed. The TVGC Committees, Board, Management, Staff or Volunteers will not reply using social media.
- Must not interfere with course operational commitments.
- Must not contain or link to libelous, defamatory or harassing content, including by way of examples, illustration or use of nicknames.
- Must not contain or link to pornographic or indecent content.
- Must not comment on or publish information that is confidential or proprietary to Turner Valley Golf Course or its affiliates.
- Must not bring the organization into disrepute: Members may not use the Turner Valley Golf Course brand to endorse or promote any product, opinion, cause or political candidate. It must be clear to any other user that any opinions expressed by a member are personal opinions only and do not represent the views of Turner Valley Golf Course, Turner Valley Golf Course blogs, social pages and online forums, either operated by TVGC or volunteer members.
- Must not imply, cause distress, negativity or condemn the actions of the Board, committees, staff or volunteers in a public rant. All concerns, issues or negative discussions must follow the proper protocols set forth by TVGC in a private matter.

When using official Turner Valley Golf Course blogs, social pages and online forums, please be aware:

- Posts must not contain or link to pornographic or indecent content.
- All materials published or used must respect the copyright of third parties.
- TVGC or its members operating a TVGC Social media platform has the right to remove any content.

Consideration towards other Members when using social networking platforms.



Social media platforms allow photographs, videos and comments to be shared with other users. It is not appropriate to share club-related information in unauthorized social media forums without approval from the Course General Manager &/or TVGC President.

Members must be considerate to other Members, staff and TVGC and must remove information about a Member or the TVGC when requested by the Member or the TVGC.

Under no circumstance should offensive comments be made about Turner Valley Golf Course, Members, volunteers and staff online.

This is deemed to be a disciplinary matter.

Friends and Connections

Members are encouraged to use their best judgment in deciding if or at what level they want to connect with other Members on social media platforms. Turner Valley Golf Course will support Member decisions to keep online relationships strictly professional.

Breach of Policy

A breach of this policy may result in disciplinary action as outlined in the [TVGC Member Disciplinary Policy](#).